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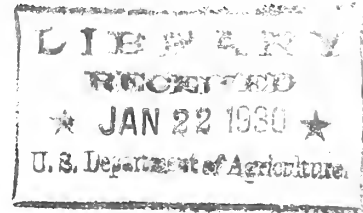
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1930

Introducing a Few of Our Specialties

OUR
MR. J. B.
"JACK"
SCHERRER
VICE-PRESIDENT



IN CHARGE OF
CROP IMPROVEMENT
WORK



B. S.
PENN. STATE
COLLEGE



FORMERLY
ASST. PROF.
HORTICULTURE
U. OF NEW HAMPSHIRE



ASST. PROF.
VEG. GARDENING EXT.
PENN. STATE
COLLEGE

THE present demand in the seed business is for higher and truer quality in garden seed. For at least ten years we have anticipated this, and have, therefore, been constantly improving our strains so that today there are no better vegetable seed stocks produced than those we are offering and which should satisfy the requirements of the most exacting planters.

On the succeeding pages we offer a few of our most popular, highly bred specialties, which comprise the outstanding strains of these varieties, and which should be listed by all seedsmen catering to a critical trade.



THE MARK



OF QUALITY

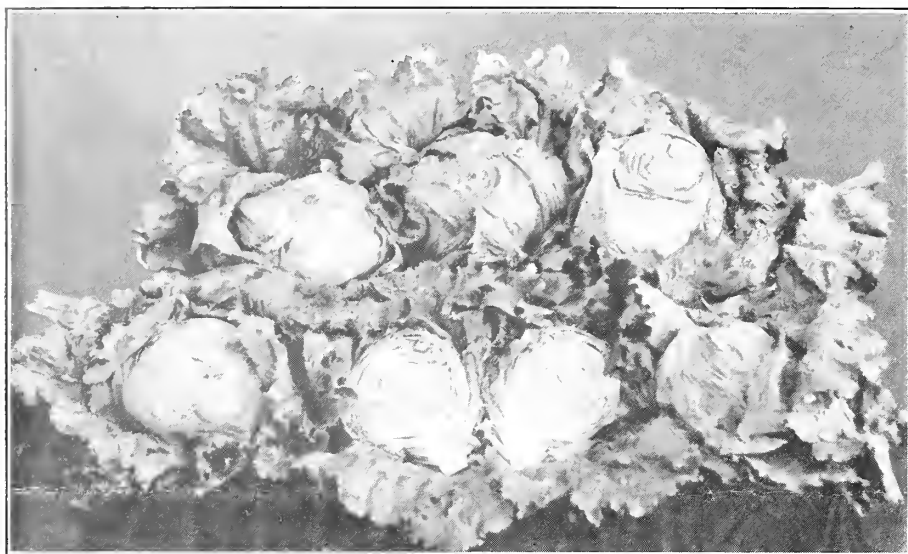
PIETERS-WHEELER SEED COMPANY

Wholesale Growers of
HIGH QUALITY GARDEN SEEDS
GILROY, CALIFORNIA

THE MARK



OF QUALITY



New Strain
Lettuce
New York
Pieters-Wheeler
No. 12

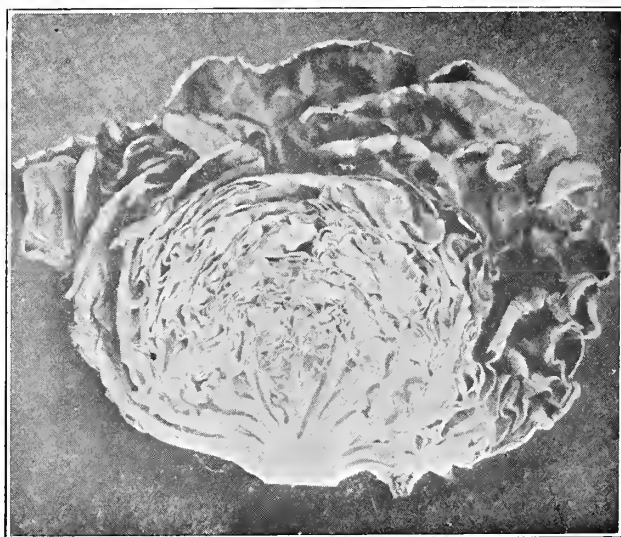
NO. 12 is the product of a single plant selection made from our own cultures. After many years of critical work, we are justly proud of our achievement. No. 12 is without doubt the outstanding introduction of recent years in Lettuce. It is a pronounced improvement over any existing type of New York Lettuce, because it is much earlier, makes large solid heads of the flat type, and is most uniform at maturity.

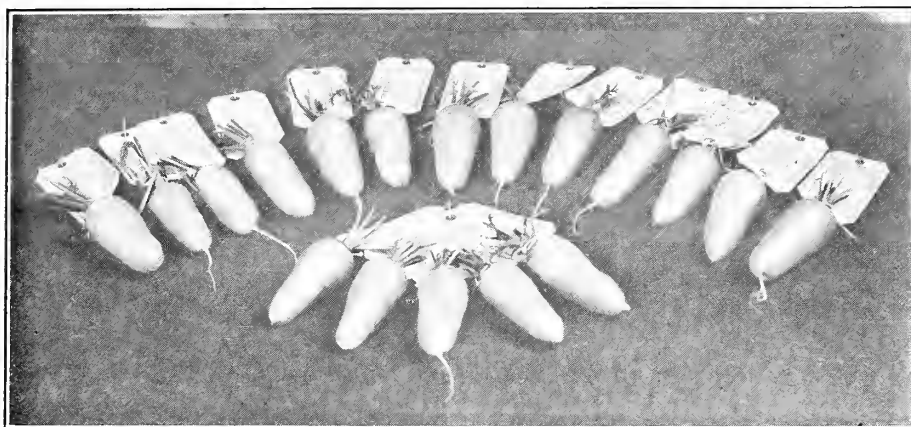
No. 12 has proven a sensation in the Salinas, California, Lettuce growing district, where it was far superior to any other strain. Several fields produced nearly a 100% cut of U. S. No. 1 heads inside of 65 days from planting. No. 12 is especially adapted for Spring and Summer use on account of its sure heading characteristic.

Pieters-Wheeler New Lettuce Creamy Heart

CREAMY HEART is another of our own productions and is a splendid acquisition to the Tennisball group. This is a sport from California Cream Butter and was selected on account of its being without brown spots or edges, and is bred up from a single plant. It has received most favorable recognition in the East, particularly in the New England States, where it is planted instead of Tennisball as a late Spring and early Summer crop.

This new sort should be offered and recommended by seedsmen.





BREEDING ROOTS, CORELESS CHANTENAY CARROT

Carrot Coreless Chantenay

HERE is no vegetable in our list from the standpoint of Dietetics which is as highly recommended as Carrots, particularly when eaten raw in salads.

This strain of Coreless Chantenay is quite free from the ordinary yellow core pronounced in most carrots, and while it is not as yet completely fixed, it is a decided improvement over the old type, being particularly attractive when sliced for eating as an uncooked vegetable. On account of its tenderness, it is superior in quality to regular Chantenay, and should eventually supercede the old type. Therefore, it should become one of the leading sellers in the carrot group.

We are doing considerable breeding work on this stock, endeavoring to build up a fixed coreless strain.

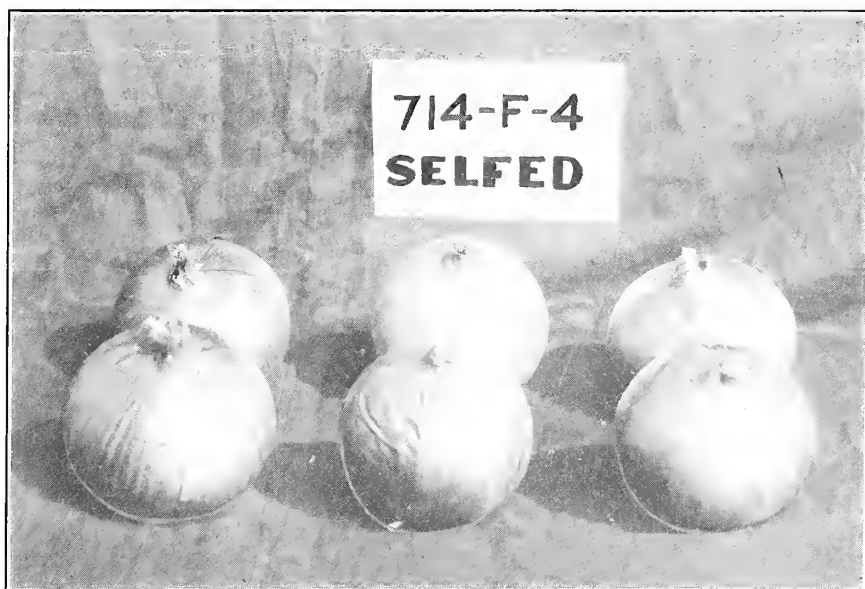
Mother Bulbs, Onions Riverside Sweet Spanish

RIVERSIDE SWEET SPANISH is the largest, sweetest, best keeping and most uniform of the Spanish group of Onions.

Our strain originated in Riverside County, California, which locality seems to have developed the mild character of this onion.

We are breeding this variety by the self pollination of individual plants, selecting Mother Bulbs for mildness, keeping quality and uniformity.

We believe no finer strain exists than the one we offer. This sort is gaining in popularity and should be generally listed.





The Mark ^{PW}S of Quality

Above
Selfing cages for Carrot, Beet, etc.
Onion Trials in foreground.

Above
Hybridized Lettuce plants bagged to
prevent contamination.

Views of Our Work Shop

Below
Lettuce Trials showing selected,
staked plants.

Below
Onion Trials.

Pieters Wheeler Seed Co.
Gilroy
Calif.

